

*In the Claims*

1-24. (Canceled)

25. (New) In a television network environment, a method for selectively storing targeted advertisements at subscriber equipment, the method comprising:

receiving a grouping assignment relating the subscriber equipment to at least one targeted group, wherein the at least one targeted group is formed from demographic information relating one or more demographic factors associated with viewers of the subscriber equipment to the subscriber equipment;

receiving an advertisement transmission signal having a plurality of advertisements, wherein the plurality of advertisements are applicable to a plurality of targeted groups and wherein an advertisement of the plurality of advertisements contains a grouping indicator, the grouping indicator associating the advertisement within the plurality of advertisements to at least one targeted group of the plurality of targeted groups;

determining if an advertisement is appropriate for at least one viewer of the subscriber equipment by comparing the grouping indicator associating the advertisement within the plurality of advertisements to the at least one targeted group with the grouping assignment relating the subscriber equipment to the at least one targeted group; and

retaining the advertisement when the grouping indicator of the advertisement matches the grouping assignment of the subscriber equipment.

26. (New) The method of claim 25, wherein the advertisement within the plurality of advertisements is associated with more than one targeted group.

27. (New) The method of claim 25, wherein the grouping assignment relating the subscriber equipment to the at least one targeted group relates the subscriber equipment to more than one targeted group.

28. (New) The method of claim 25, wherein each viewer of the subscriber equipment has different demographic factors associated therewith, and the grouping assignment relating the subscriber equipment to one or more targeted groups relates the subscriber equipment to one or more targeted groups for each viewer.

29. (New) The method of claim 25, wherein said determining is performed in real-time or near real-time.

30. (New) The method of claim 25, further comprising storing the advertisement within the plurality of advertisements prior to said determining.

31. (New) The method of claim 30, further comprising deleting the advertisement if the advertisement is found to be inappropriate.

32. (New) The method of claim 25, further comprising:

- assigning multiple advertisements within the plurality of advertisements unique grouping indicators;
- assigning multiple subscriber equipment to at least one targeted group;
- forming an advertisement grouping indicator table;
- forming a subscriber equipment targeted group table; and
- joining the advertisement grouping indicator table and the subscriber equipment targeted group table to create a master table.

33. (New) The method of claim 32, wherein said determining is based on the master group table.

34. (New) The method of claim 25, wherein said receiving an advertisement transmission signal having a plurality of advertisements includes receiving metadata.

35. (New) The method of claim 34, wherein the metadata is received in a vertical blanking interval.

36. (New) The method of claim 25, wherein the step of receiving an advertisement transmission signal having a plurality of advertisements includes receiving metadata and splice timing information.

37. (New) The method of claim 36, wherein the metadata and the splice timing information are encoded as a data service on the advertisement transmission signal.

38. (New) The method of claim 37, further comprising decoding the data service and identifying the timing of the advertisement from the splice timing information.

39. (New) The method of claim 38, wherein said retaining includes storing the advertisement during one or more splice windows identified by the splice timing information.

40. (New) In a television network environment, an advertisement management system comprising:

a targeted advertising generator for transmitting a plurality of advertisements over a targeted advertising transmission signal path, wherein an advertisement of the plurality of advertisements contains a grouping indicator, the grouping indicator associating the advertisement to at least one targeted group;

subscriber equipment for receiving the plurality of advertisements transmitted over the targeted advertising transmission signal path, wherein the subscriber equipment has a grouping assignment relating to at least one targeted group, wherein the at least one targeted group is formed from demographic information relating one or more demographic factors associated with viewers of the subscriber equipment to the subscriber equipment;

a processor for determining if an advertisement is appropriate for at least one viewer of the subscriber equipment by comparing the grouping indicator associating an advertisement within the plurality of advertisements to the at least one targeted group with the grouping assignment relating the subscriber equipment to the at least one targeted group; and

a storage device for storing the advertisement when the grouping indicator of the advertisement matches the grouping assignment of the subscriber equipment.

41. (New) The system of claim 40, wherein the targeted advertising generator for transmitting a plurality of advertisements over a targeted advertising transmission signal path transmits metadata information with the plurality of advertisements.

42. (New) The system of claim 41, wherein the subscriber equipment is a set-top box for receiving signals and for transmitting television signals to a television.

43. (New) The system of claim 42, wherein the set-top box comprises a demodulator or decoder for demodulating or decoding the plurality of advertisements and the metadata information to differentiate between the plurality of advertisements and the metadata information.

44. (New) The system of claim 43, wherein the set-top box further comprises a processor for decoding the metadata information to determine one or more corresponding instructions.

45. (New) The system of claim 44, wherein the processor further associates the one or more corresponding instructions to the received plurality of advertisements to select one or more appropriate advertisements.

46. (New) The system of claim 40, wherein the advertisement within the plurality of advertisements is associated with more than one targeted group.

47. (New) The system of claim 40, wherein the grouping assignment relating the subscriber equipment to the at least one targeted group relates the subscriber equipment to more than one targeted group.

48. (New) The system of claim 40, wherein each viewer of the subscriber equipment has different demographic factors associated therewith, and the grouping assignment relating the subscriber equipment to one or more targeted groups relates the subscriber equipment to one or more targeted groups for each viewer.

49. (New) In a television network environment, a method for selectively storing targeted advertisements at subscriber equipment, the method comprising:

receiving a grouping assignment relating the subscriber equipment to at least one targeted group, wherein the at least one targeted group is formed from psychographic information relating one or more psychographic factors associated with viewers of the subscriber equipment to the subscriber equipment;

receiving an advertisement transmission signal having a plurality of advertisements, wherein the plurality of advertisements are applicable to a plurality of targeted groups and wherein an advertisement of the plurality of advertisements contains a grouping indicator, the grouping indicator associating the advertisement within the plurality of advertisements to at least one targeted group of the plurality of targeted groups;

determining if an advertisement is appropriate for at least one viewer of the subscriber equipment by comparing the grouping indicator associating the advertisement within the plurality of advertisements to the at least one targeted group with the grouping assignment relating the subscriber equipment to the at least one targeted group; and

retaining the advertisement when the grouping indicator of the advertisement matches the grouping assignment of the subscriber equipment.

50. (New) The method of claim 49, wherein the advertisement within the plurality of advertisements is associated with more than one targeted group.

51. (New) The method of claim 49, wherein the grouping assignment relating the subscriber equipment to the at least one targeted group relates the subscriber equipment to more than one targeted group.

52. (New) The method of claim 49, wherein each viewer of the subscriber equipment has different psychographic factors associated therewith, and the grouping assignment relating the subscriber equipment to one or more targeted groups relates the subscriber equipment to one or more targeted groups for each viewer.

53. (New) The method of claim 49, wherein said determining is performed in real-time or near real-time.

54. (New) The method of claim 49, further comprising storing the advertisement within the plurality of advertisements prior to said determining.

55. (New) The method of claim 54, further comprising deleting the advertisement if the advertisement is found to be inappropriate.

56. (New) The method of claim 49, further comprising:

- assigning multiple advertisements within the plurality of advertisements unique grouping indicators;
- assigning multiple subscriber equipment to at least one targeted group;
- forming an advertisement grouping indicator table;
- forming a subscriber equipment targeted group table; and
- joining the advertisement grouping indicator table and the subscriber equipment targeted group table to create a master table.

57. (New) The method of claim 56, wherein said determining is based on the master group table.

58. (New) The method of claim 49, wherein said receiving an advertisement transmission signal having a plurality of advertisements includes receiving metadata.

59. (New) The method of claim 58, wherein the metadata is received in a vertical blanking interval.

60. (New) The method of claim 49, wherein said receiving an advertisement transmission signal having a plurality of advertisements includes receiving metadata and splice timing information.

61. (New) The method of claim 60, wherein the metadata and the splice timing information are encoded as a data service on the advertisement transmission signal.

62. (New) The method of claim 61, further comprising decoding the data service and identifying the timing of the advertisement from the splice timing information.

63. (New) The method of claim 62, wherein said retaining includes storing the advertisement during one or more splice windows identified by the splice timing information.

64. (New) In a television network environment, an advertisement management system comprising:

a targeted advertising generator for transmitting a plurality of advertisements over a targeted advertising transmission signal path, wherein an advertisement of the plurality of advertisements contains a grouping indicator, the grouping indicator associating the advertisement to at least one targeted group;

subscriber equipment for receiving the plurality of advertisements transmitted over the targeted advertising transmission signal path, wherein the subscriber equipment has a grouping assignment relating to at least one targeted group, wherein the at least one targeted group is formed from psychographic information relating one or more psychographic factors associated with viewers of the subscriber equipment to the subscriber equipment;



a processor for determining if an advertisement is appropriate for at least one viewer of the subscriber equipment by comparing the grouping indicator associating an advertisement within the plurality of advertisements to the at least one targeted group with the grouping assignment relating the subscriber equipment to the at least one targeted group; and

a storage device for storing the advertisement when the grouping indicator of the advertisement matches the grouping assignment of the subscriber equipment.

65. (New) The system of claim 64, wherein the targeted advertising generator for transmitting a plurality of advertisements over a targeted advertising transmission signal path transmits metadata information with the plurality of advertisements.

66. (New) The system of claim 65, wherein the subscriber equipment is a set-top box for receiving signals and for transmitting television signals to a television.

67. (New) The system of claim 66, wherein the set-top box comprises a demodulator or decoder for demodulating or decoding the plurality of advertisements and the metadata information to differentiate between the plurality of advertisements and the metadata information.

68. (New) The system of claim 67, wherein the set-top box further comprises a processor for decoding the metadata information to determine one or more corresponding instructions.

69. (New) The system of claim 68, wherein the processor further associates the one or more corresponding instructions to the received plurality of advertisements to select one or more appropriate advertisements.

70. (New) The system of claim 64, wherein the advertisement within the plurality of advertisements is associated with more than one targeted group.

71. (New) The system of claim 64, wherein the grouping assignment relating the subscriber equipment to the at least one targeted group relates the subscriber equipment to more than one targeted group.

72. (New) The system of claim 64, wherein each viewer of the subscriber equipment has different demographic factors associated therewith, and the grouping assignment relating the subscriber equipment to one or more targeted groups relates the subscriber equipment to one or more targeted groups for each viewer.

73. (New) A computer program embodied on a computer-readable medium for selectively storing targeted advertisements at subscriber equipment, the computer program comprising:

a code segment for receiving a grouping assignment relating the subscriber equipment to at least one targeted group, wherein the at least one targeted group is formed from demographic information relating one or more demographic factors associated with viewers of the subscriber equipment to the subscriber equipment;

a code segment for processing a received advertisement transmission signal having a plurality of advertisements, wherein the plurality of advertisements are applicable to a plurality of targeted groups and wherein an advertisement of the plurality of advertisements contains a grouping indicator associating the advertisement within the plurality of advertisements to at least one targeted group;

a code segment for comparing the grouping indicator associating the advertisement within the plurality of advertisements to the at least one targeted group with the grouping assignment relating the subscriber equipment to the at least one targeted group to determine if an advertisement is appropriate for viewers of the subscriber equipment; and

a code segment for retaining the advertisement when the grouping indicator of the advertisement matches the grouping assignment of the subscriber equipment.

74. (New) A computer program embodied on a computer-readable medium for selectively storing targeted advertisements at subscriber equipment, the computer program comprising:

a code segment for receiving a grouping assignment relating the subscriber equipment to at least one targeted group, wherein the at least one targeted group is formed from psychographic information relating one or more psychographic factors associated with viewers of the subscriber equipment to the subscriber equipment;

a code segment for processing a received advertisement transmission signal having a plurality of advertisements, wherein the plurality of advertisements are applicable to a plurality of targeted groups and wherein an advertisement of the plurality of advertisements contains a grouping indicator associating the advertisement within the plurality of advertisements to at least one targeted group;

a code segment for comparing the grouping indicator associating the advertisement within the plurality of advertisements to the at least one targeted group with the grouping assignment relating the subscriber equipment to the at least one targeted group to determine if an advertisement is appropriate for viewers of the subscriber equipment; and

a code segment for retaining the advertisement when the grouping indicator of the advertisement matches the grouping assignment of the subscriber equipment.